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NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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RECORD JULY

FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- July shipments of major household appliances exceeded 3.3 million units, surpassing the previous July record set in 1984, reports the Association of Home Appliance Manufacturers (AHAM).

Total appliance shipments for the month were 1.7% higher than the same month last year.

Shipments are heading toward a new annual record expected to top 40 million units, according to the industry forecast. Year-to-date shipments exceeded 25 million units and are 6.4% higher than total shipments for the same 1984 period.

Strong replacement demand and new residential construction, accompanied by a low inflation rate and stable consumer confidence and unemployment levels, have contributed to this year's high year-to-date and monthly shipment levels.

Over 727,500 microwave ovens, 306,600 dishwashers and 292,600 disposers were shipped in July, making it the best July ever for these appliances. Shipments of 668,100 refrigerators and 421,800 automatic washers were the second highest ever for July.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
July, 1985

	July 1985	July 1984	% Change	Calendar Year to Date 1985	1984	% Change
ALL MAJOR APPLIANCES**	**3,317.7**	**3,260.7**	**+ 1.7%**	**25,091.1**	**23,572.9**	**+ 6.4%**
COOKING - TOTAL	**972.3**	**909.9**	**+ 6.9**	**7,682.0**	**6,236.4**	**+23.2**
ELECTRIC RANGES - TOTAL	261.3	266.9	- 2.1	1,758.9	1,789.9	- 1.7
Free Standing	213.8	218.9	- 2.3	1,432.7	1,441.9	- 0.6
Built-In	47.5	48.0	- 1.0	326.2	348.1	- 6.3
MICROWAVE OVENS/RANGES	727.5	661.8	+ 9.9	6,041.1	4,577.0	+32.0
HOME LAUNDRY - TOTAL	**719.6**	**699.1**	**+ 2.9**	**5,237.5**	**5,050.9**	**+ 3.7**
AUTOMATIC WASHERS	421.8	416.5	+ 1.3	3,055.4	2,971.1	+ 2.8
DRYERS - TOTAL	297.8	282.6	+ 5.4	2,182.2	2,079.9	+ 4.9
Electric	235.4	226.3	+ 4.0	1,725.1	1,660.4	+ 3.9
Gas	62.4	56.3	+10.8	457.1	419.4	+ 9.0
KITCHEN CLEAN UP - TOTAL	**612.9**	**602.2**	**+ 1.8**	**4,513.5**	**4,467.3**	**+ 1.0**
DISPOSERS	292.6	287.3	+ 1.8	2,385.4	2,347.3	+ 1.6
DISHWASHERS - TOTAL	306.6	300.8	+ 1.9	2,028.5	2,017.9	+ 0.5
Built-In	286.7	285.6	+ 0.4	1,887.3	1,882.6	+ 0.2
Portable	19.9	15.2	+30.9	141.2	135.3	+ 4.4
COMPACTORS	13.8	14.1	- 2.1	99.6	102.1	- 2.4
FOOD PRESERVATION - TOTAL	**816.8**	**805.1**	**+ 1.5**	**4,348.6**	**4,474.3**	**- 2.8**
REFRIGERATORS	668.1	652.2	+ 2.4	3,593.1	3,669.5	- 2.1
FREEZERS - TOTAL	148.7	152.9	- 2.7	755.5	804.8	- 6.1
Chest	76.6	79.6	- 3.8	393.2	421.4	- 6.7
Upright	72.1	73.3	- 1.6	362.3	383.4	- 5.5
HOME COMFORT - TOTAL	**196.0**	**244.5**	**- 19.8**	**3,309.5**	**3,344.0**	**- 1.0**
ROOM AIR CONDITIONERS	171.0	186.9	- 8.5	2,762.2	2,815.4	- 1.9
DEHUMIDIFIERS	25.0	57.6	-56.6	547.3	528.6	+ 3.5
GAS RANGES***	**109.4**	**120.8**	**- 9.4**	**974.7**	**962.9**	**+ 1.2**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.